

ABSTRACT OF THE DISCLOSURE

An interactive survey and data management method and apparatus for collecting and processing survey information in which a questioning series of core item questions is asked of a sample participant and only when a core item response is within a predetermined range a second questioning series of drill-down questions that enable a more focused survey is then asked of the sample participate, otherwise the survey continues with the core item questions. The second questioning series may also contain open-ended questions called verbatims where the survey participant may give a detailed response to further explain an answer.